

Rep Order# 6831860 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 104119

Printed: 07/09/2012 9:14 AM
Last Received: 07/09/2012 6:03 AM
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 305
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //305
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -305 SC=*

--- REMARKS ---

PLEASE SEE NA LINE 13. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$400.00	07/31-08/03	4	1	4	\$1,600.00	
				Buyline Comment: NEWS								
	2	M	5A-6A	NEWS	:30	\$400.00	08/06-08/06	1	1	1	\$400.00	
				Buyline Comment: NEWS								
	3	M	6A-7A	NEWS	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	4	TU-F	6A-7A	NEWS	:30	\$700.00	07/31-08/03	4	1	4	\$2,800.00	
				Buyline Comment: NEWS								
	5	TU-F	7A-9A	NEWS	:30	\$1,400.00	07/31-08/03	8	1	8	\$11,200.00	
				Buyline Comment: TODAY								
	6	M	7A-9A	NEWS	:30	\$1,400.00	08/06-08/06	2	1	2	\$2,800.00	
				Buyline Comment: TODAY								
	7	M	730P-8P	NEWS	:30	\$750.00	08/06-08/06	1	1	1	\$750.00	
				Buyline Comment: OLY ZONE								
	8	TU-SA	730P-8P	NEWS	:30	\$750.00	07/31-08/04	5	1	5	\$3,750.00	
				Buyline Comment: OLY ZONE								

Rep Order# 6831860 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 104119

Printed: 07/09/2012 9:14 AM
Last Received: 07/09/2012 6:03 AM
Showing Buylines: All Lines

2 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M	8P-12A	OLY PRIME	:30	\$6,000.00	08/06-08/06	1	1	1	\$6,000.00	
	Buyline Comment: OLY PRIME											
	10	F	8P-12A	OLY PRIME	:30	\$6,000.00	08/03-08/03	1	1	1	\$6,000.00	
	Buyline Comment: OLY PRIME											
	11	TU-TH	8P-12A	OLY PRIME	:30	\$6,000.00	07/31-08/02	6	1	6	\$36,000.00	
	Buyline Comment: OLY PRIME											
	12	SU	7P-12A	OLY PRIME	:30	\$6,000.00	08/05-08/05	1	1	1	\$6,000.00	
	Buyline Comment: OLY PRIME											
	*13	SA	9A-930A	NEWS	:30	\$500.00	08/04-08/04	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	Station Remark: VZ NA DT OLYMPICS											
	14	SA	7A-9A	SAT TDOAY	:30	\$625.00	08/04-08/04	1	1	1	\$625.00	
	Buyline Comment: SAT TDOAY											
	15	SU	7A-6P	OLY DAYTIME WK	:30	\$1,700.00	08/05-08/05	4	1	4	\$6,800.00	
	Buyline Comment: OLY DAYTIME WK											
	16	SA	5A-6P	OLY DAYTIME WK	:30	\$1,700.00	08/04-08/04	4	1	4	\$6,800.00	
	Buyline Comment: OLY DAYTIME WK											
	17	TU-F	9A-4P	OLY DAYTIME	:30	\$1,200.00	07/31-08/03	8	1	8	\$9,600.00	
	Buyline Comment: OLY DAYTIME											
	18	M	9A-4P	OLY DAYTIME	:30	\$1,200.00	08/06-08/06	2	1	2	\$2,400.00	
	Buyline Comment: OLY DAYTIME											

---REPORT TOTALS---

Rep Order# 6831860 Ver# 2 Status Returned

Traffic Order# 104119

Printed: 07/09/2012 9:14 AM
Last Received: 07/09/2012 6:03 AM
Showing Buylines: All Lines

3 of 3

Station KSNV-TV LAS VEGAS, NV
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 308
Buyer MICHAEL DETTORRE
Phone#
Fax#
Report Totals: 55 / \$104,725.00

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //308
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Aug 12: 55 / \$104,725.00

Sales Totals: 55 / \$104,725.00

Station Totals: 55 / \$104,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$213,724

CAFY	0%	KBLL	0%	KINC	0%	KLAS	20%	KSNV	49%
KTNV	16%	KTUD	0%	KVCW	2%	KVMY	0%	KVVU	13%
XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books JUL12
Demos RA35+